

Message Text

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43

ACTION EUR-12

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P R 181500Z MAR 75

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 4191

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

AMEMBASSY PARIS

UNCLAS STOCKHOLM 1293

FOR: BIC/OIM; PARIS FOR TRADE CENTER

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: "COMPUTER 75' EXHIBITION

1. NAME OF EXHIBITION: "COMPUTER '75', ELECTRONIC DATA PROCESSING EQUIPMENT EXHIBITION.
2. PLACE AND DATE: US TRADE CENTER FOR SCANDINAVIA, STOCKHOLM, MARCH 10 - 14, 1975.
3. NUMBER OF EXHIBITORS: 80 (MTM 42; OTN 38)
4. IMMEDIATE SALES: \$5,498,000; TWELVE MONTH PROJECTED SALES: \$45,723,400; TOTAL BUSINESS: \$51,221,400 (SALES LEADS REPORTED 4,182)
5. SALES AND PROJECTIONS BY CATEGORY:
 - A. NTE/MTM SALES: \$326,500; NTE/NTM PROJECTED SALES: \$14,063,400
 - B. OTM SALES: \$4,571,500; OTM PROJECTED SALES: \$31,654,000
6. NUMBER OF EXHIBITORS SEEKING REPRESENTATION: 14
7. NUMBER OF REPRESENTATION AGREEMENTS SIGNED DURING EXHIBITION: 14
8. NUMBER OF REPRESENTATION AGREEMENTS UNDER NEGOTIATION AT CLOSE OF EXHIBITION AND EXPECTED WITHIN NEXT 12 MONTHS: 40 (LEADS REPORTED: 199 PLUS 2 LICENSING AGREEMENTS)
9. REGISTERED VISITORS AT EXHIBITION: 1812

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10. SUCCESS STORIES:

A. ULRICH SCHROEDER, REPRESENTING STORAGE TECHNOLOGY (MTM) SHOWED MAGNETIC TAPE SUBSYSTEMS AND REPORTED IMMEDIATE SALES OF \$400,000 AND PROJECTS \$3.8 MILLION IN FIRST YEAR BUSINESS. SCHROEDER COMMENTED: "EXCELLENT QUALITY OF VISITORS - WE MET 80 PER CENT OF OUR KEY PROSPECTS IN SCANDINAVIA". (CLEARED FOR PUBLICATION)

B. PETER KINGDON (DEXTRA FERM AB) REPRESENTING TELETYPE (NTM) WHO PROJECTS \$130,000 IN FIRST YEAR BUSINESS COMMENTED: "THIS EXHIBITION HAS BEEN A GOOD WAY TO SHOW TELETYPE SYSTEM 40. WE EXPECT SALES TO START WHEN CERTAIN CHANGES IN SPECIFICATIONS HAVE BEEN MADE TO OBTAIN....PRODUCT SUITABLE TO SCANDINAVIAN NEEDS". (CLEARED FOR PUBLICATION)

C. F.P. BAUDIN, EUROPEAN AGENT FOR TELEDYNAMICS (NTM) WHO SOLD \$1,500 AND PROJECTS \$500,000 IN FIRST YEAR BUSINESS ALSO APPOINTED ONE REPRESENTATIVE AND AT THE END OF THE EXHIBITION WAS COMPLETING NEGOTIATIONS WITH TWO ADDITIONAL REPRESENTATIVES. BAUDIN COMMENTED: "GOOD EXHIBITION " WELL ORGANIZED - IT APPEARED TO DRAW THE RIGHT AUDIENCE." (CLEARED FOR PUBLICATION)

D. QUENTIN BOCCHI, REPRESENTING RESEARCH INC., (NTM) APPOINTED THREE REPRESENTATIVES AND WAS NEGOTIATING WITH AN ADDITIONAL ONE AT THE CLOSE OF THE SHOW PROJECTS SALES OF \$110,000 IN THE NEXT YEAR AND NOTED: "VISITORS WERE VERY RECEPTIVE TO OUR PRODUCT LINE. SHOW WAS VERY WELL RUN. ONE OF BEST US TRADE SHOWS I HAVE PARTICIPATED IN." (CLEARED FOR PUBLICATION)

E. JUHANI ASPOLA, REPRESENTING APPLIED DIGITAL DATA SYSTEMS, INC. (OTM) SIGNED REPRESENTATIVES FOR SWEDEN, DENMARK AND NORWAY, REPORTED IMMEDIATE SALES OF \$13,800 AND PROJECTS AN ADDITIONAL \$160,000 IN FIRST YEAR BUSINESS COMMENTED: "EXTREMELY HIGH QUALITY VISITORS..MUCH BEYOND OUR EXPECTATIONS. DATA REGISTRATION OF VISITORS EXCELLENT." (CLEARED FOR PUBLICATION)

F. ROLAND JOHANSON (ICL DATA AB) REPRESENTING KENNEDY CO (OTM) REPORTED SALES OF \$60,000 AND PROJECTS FIRST YEAR SALES AT \$350,000 ON HIS DATA TAPE RECORDERS. JOHANSON COMMENTED: "MOST SUCCESSFUL EXHIBITION EVER PARTICIPATED IN STOCKHOLM. HIGH QUALITY TRADE PROSPECTS. WILL WRITE TO PRESIDENT OF US COMPANY ABOUT EXCELLENT SERVICES PROVIDED AND THE ORGANIZATION OF THE SHOW. UNCLASSIFIED

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STRAUSZ-HUPE

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